WINSTON - Additional WAVE 2 PDI request.

51851 9211

To: Jim Perry
From: Mark Young

As we discussed, with coverage on over 17,000 retail calls by our sales/Territory reps the following **additional** WINSTON items are needed to accomplish the presence objective that the Winston Brand Group is shooting for.

This is needed quite simply, because we call on so many stores that are **all** independent.

			Region Budget		
Description	**Pkg**	**Winston**	**# Skus**	**Cost Per**	**Total Cost**
MISCELLANEOUS ITEMS					
Large Window/Wall Pricer (V)	10	528161	50	90	$4,500
Ground Mount Refurb Kit	1	528302	50	55	$2,750
Winston Floor Ashtray	1	532100		45	$0
Winston Window/Wall Crash Pack	1	528155		100	$0
Business Hours Decal	25	528212	125	125	$15,625
Business Hour Open/Closed Frame Sign	10	528152	50	105	$5,250
Push/Pull Decal	50	528215	125	23	$2,875
In-Out Decal	50	528221		23	$0
Door/Window Decal	25	528203	800	70	$56,000
				Total	$87,000

Source: https://www.industrydocuments.ucsf.edu/docs/zlyn0000